



Atty. Dkt. No. 041892-0211

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: John A. BRUCKNER, et al.

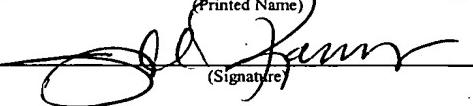
Title: SYSTEM AND METHOD FOR  
MANAGING INTERACTIVE  
PROGRAMMING AND  
ADVERTISEMENTS IN  
INTERACTIVE BROADCAST  
SYSTEMS

Appl. No.: 09/843,589

Filing Date: 04/25/2001

Examiner: Yimam, Harun M.

Art Unit: 2611

<b>CERTIFICATE OF MAILING</b>	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date below.	
<hr/> <i>Jose Ramos</i> (Printed Name) <hr/>  (Signature) <hr/>	
August 11, 2005 (Date of Deposit)	

**AMENDMENT AND REPLY UNDER 37 CFR 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated May 20, 2005, concerning the above-referenced patent application.

**Amendments to the Abstract** begin on page 2 of this document.

**Amendments to the Specification** begin on page 3 of this document.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 4 of this document.

**Remarks/Arguments** begin on page 15 of this document.

Please amend the application as follows:



Atty. Dkt. No. 041892-02141

~~2611 fm~~

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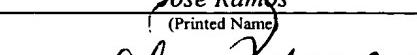
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*Jose Ramos*  
(Printed Name)

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(Signature)

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*August 11, 2005*  
(Date of Deposit)

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## **AMENDMENT TRANSMITTAL**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.

- Small Entity status under 37 C.F.R. § 1.9 and § 1.27 has been established by a previous assertion of Small Entity status.
  - Assertion of Small Entity status is enclosed.
  - The fee required for additional claims is calculated below:

	Claims As Amended	Previously Paid For	=	Extra Claims Present	x	Rate	=	Additional Claims Fee
Total Claims:	40	-	33	=	7	x	\$50.00	= \$350.00
Independent Claims:	4	-	8	=	0	x	\$200.00	= \$0.00
First presentation of any Multiple Dependent Claims:				+	\$360.00	=		\$0.00
					CLAIMS FEE TOTAL	=		\$350.00

[ ] Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

[ ] Extension for response filed within the first month:	\$120.00	\$0.00
[ ] Extension for response filed within the second month:	\$450.00	\$0.00
[ ] Extension for response filed within the third month:	\$1,020.00	\$0.00
[ ] Extension for response filed within the fourth month:	\$1,590.00	\$0.00
[ ] Extension for response filed within the fifth month:	\$2,160.00	\$0.00
	EXTENSION FEE TOTAL:	\$0.00
[ ] Statutory Disclaimer Fee under 37 C.F.R. 1.20(d):	\$130.00	\$0.00
	CLAIMS, EXTENSION AND DISCLAIMER FEE TOTAL:	\$350.00
[ ] Small Entity Fees Apply (subtract ½ of above):		\$0.00
	TOTAL FEE:	\$350.00

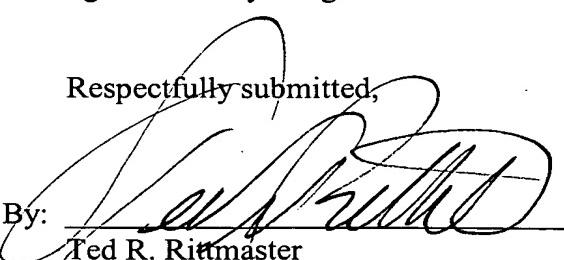
[ ] Please charge Deposit Account No. 50-0872 in the amount of \$350. A duplicate copy of this transmittal is enclosed.

[ X ] A check in the amount of \$350.00 is enclosed.

[ X ] The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 50-0872. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 50-0872. If any extensions of time are needed for timely acceptance of papers submitted herewith, applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 50-0872.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Date: August 11, 2005  
 FOLEY & LARDNER LLP  
 Customer Number: 23392  
 Telephone: (310) 975-7963  
 Facsimile: (310) 557-8475

Respectfully submitted,  
  
 By: Ted R. Rittmaster  
 Attorney for Applicant  
 Registration No. 32,933